

FABRIANO COVERS

Made by PIETRO MILIANI
Fabriano, Italy

JAPAN PAPER COMPANY
*Importers of High Grade Papers
from China, Japan, Korea, France,
Italy, England, Spain, Holland,
Belgium, Switzerland and Sweden*

109 EAST 31ST STREET, NEW YORK
PHILADELPHIA .. BOSTON

Fabriano Cover No. 626-C; size 20 1/2 x 25

Also carried in double weight



JAPAN PAPER COMPANY



NEW YORK
PHILADELPHIA
BOSTON

Fabriano Cover No. 7; size 20 $\frac{1}{2}$ x 25

Also carried in double weight


THESE PAPERS
ARE THE PRODUCT
OF THE FAMOUS MILL OF
PIETRO MILIANI
AT FABRIANO, ITALY

They are stocked in seventeen shades in
size $20\frac{1}{2} \times 25$

*All four edges are deckled, and
whereas every effort is made to main-
tain uniform weight and color, the
nature of the manufacture of these
papers is such that there is apt to be a
slight variance in different makings.*

OCTOBER 1923

Fabriano Cover No. 1-Bis; size $20\frac{1}{2} \times 25$



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PRINT
ON PAPER THAT ATTRACTS
BY ITS QUALITY

Fabriano Cover No. 2; size $20\frac{1}{2} \times 25$
Also carried in double weight



*Fine paper
emphasizes the niceties of good design
and well-arranged type*

Fabriano Cover No. 3; size $20\frac{1}{2} \times 25$
Also carried in double weight



The more feminine the trade, the more daintiness necessary in advertising. The first essential is a paper that reflects the character of the merchandise.



EXPENSE
SHOULD BE CONSIDERED
IN THE RATIO TO THE RETURNS
DESIRED

Fabriano Cover No. 5; size $20\frac{1}{2} \times 25$



*The appeal of a printed message
is enhanced by its
setting*

Fabriano Cover No.6; size 20 $\frac{1}{2}$ x 25



Merchandise that is representative of quality must be advertised in a manner in keeping with its own plane

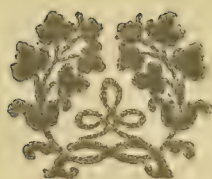


Good advertising is above competition. A good commodity requires a good medium to represent it.

Fabriano Cover No. 16; size $20\frac{1}{2} \times 25$
Also carried in double weight



To advertise
merchandise of quality, the
printed matter must
reflect quality



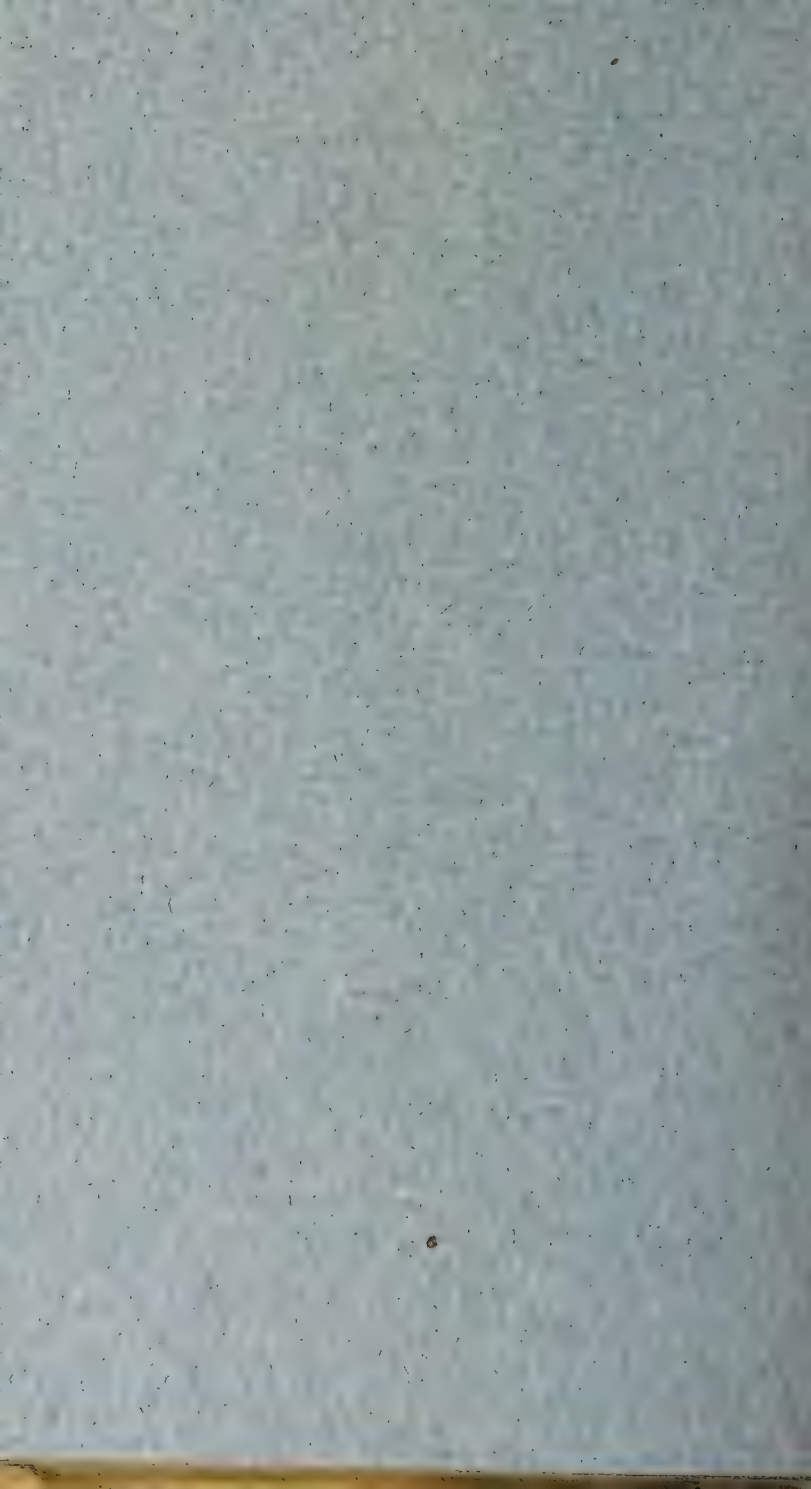
DISTINCTIVE PAPERS
WORK HARD
FOR THE BUSINESS THAT
REQUIRES
THE ATMOSPHERE
OF SUPERIOR QUALITY
IN ITS
PRINTED MATTER

Fabriano Cover No. 18; size $20\frac{1}{2} \times 25$
Also carried in double weight



Distribution

should not be considered
in volume, but from the
standpoint of the indi-
vidual recipient.





The only impression
many of your customers are enabled
to obtain of you is through
your printed publicity

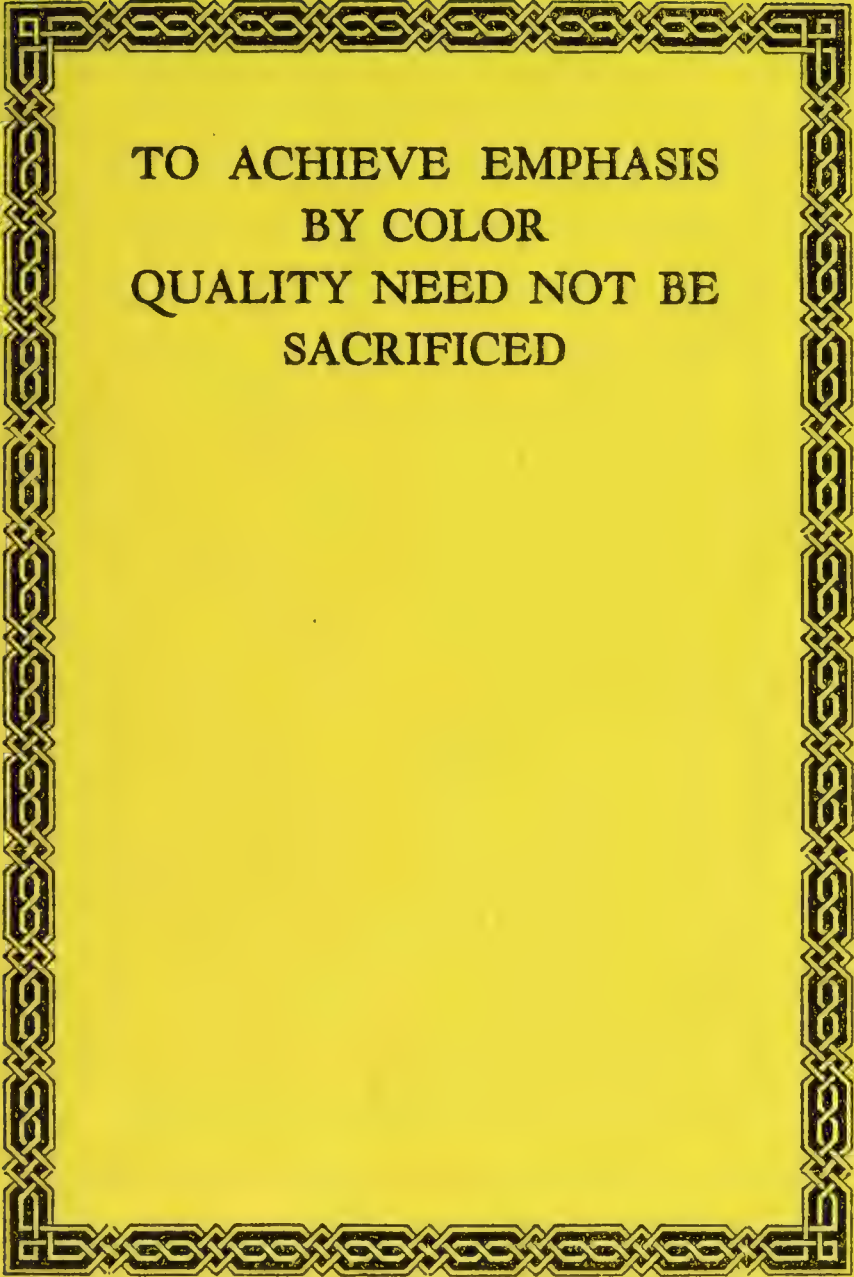
Fabriano Cover No. 20; size $20\frac{1}{2} \times 25$
Also carried in double weight

One of the simplest ways of having your message read is to make it distinctive and attractive by the use of a paper of quality.



Carry out your
Holiday Greeting
*economically by the selection
of a paper of quality in
an appropriate
color*

Fabriano Cover No. 9; 20½ x 25
Also carried in double weight

A decorative border with a repeating geometric pattern of interlocking loops and lines, framing the central text.

TO ACHIEVE EMPHASIS
BY COLOR
QUALITY NEED NOT BE
SACRIFICED

Fabriano Cover No. 8; size 20½ x 25
Also carried in double weight

Fabriano Cover No. 8; size 20½ x 25

Also carried in double weight

Fabriano Cover No. 9; size $20\frac{1}{2} \times 25$
Also carried in double weight

Fabriano Cover No. 626-D; size 20 $\frac{1}{2}$ x 25

Fabriano Cover No. 20; size $20\frac{1}{2} \times 25$
Also carried in double weight



Fabriano Cover No. 19; size $20\frac{1}{2} \times 25$

Fabriano Cover No. 18; size $20\frac{1}{2} \times 25$
Also carried in double weight

Fabrizio Cover No. 17; size 20 $\frac{3}{4}$ x 25

Fabriano Cover No. 16; size $20\frac{1}{2}$ x 25

Also carried in double weight

Fabriano Cover No. 6-Bis; size $20\frac{1}{2}$ x 25

Fabriano Cover No. 6; size $20\frac{1}{2} \times 25$

Fabriano Cover No. 5; size $20\frac{1}{2} \times 25$



Fabriano Cover No. 4; size $20\frac{1}{2}$ x 25

Fabiano Cover No. 3; size $20\frac{1}{2} \times 25$

Also carried in double weight

Fabriano Cover No. 2; size $20\frac{1}{2} \times 25$
Also carried in double weight

Fabriano Cover No. 1-Bis; size 20 $\frac{1}{2}$ x 25





6633

See sample book 6664 for complete line of
Fabiano Double Weight